

## Sales Report: Tobacco Brands Analysis (April 2023 - September 2023)

### Summary:

Over the 6-month period, Next led the market with a total sales volume of 7,100 units, averaging 1,183 units monthly.

John Players and Canadian Classic followed, with total sales of 2,855 and 1,379 units, respectively.

Malboro experienced the lowest sales, even recording zero sales in August 2023

### Key Observations:

- Next dominates the market, at 51% of total sales, peaking in July 2023.
- John Players also witnessed a sales peak in July.
- LD/Macdonald saw declining sales after July 2023.
- Sales for brands such as Dumaurier, Players, and Phillip Morris remained relatively stable but lower compared to the market leaders.

### Recommendations:

**Focus on Leading Brands:** Brands like Next, John Players, and Canadian Classic have shown strong sales figures. It would be beneficial to: Invest more in their marketing and advertising campaigns. Explore promotional offers or loyalty programs to retain and attract more customers. Research the factors contributing to their success and see if they can be applied to other brands.

**Address Underperformers:** Malboro had notably low sales, even dropping to zero in August 2023. It's crucial to: Investigate the reason behind the decline. Was there a supply issue, a change in customer preference, or increased competition? Consider rebranding or reintroducing the brand with new marketing strategies.

**Stable but Low Sales Brands:** Brands like Dumaurier, Players, and Phillip Morris have stable sales but at a lower volume. Understand the niche or loyal customer base they serve. Consider targeted marketing campaigns to boost sales without alienating current loyal customers.

**Seasonal Trends:** We've noticed a pronounced increase in sales during the month of July. This uptick could be attributed to the favorable weather conditions we typically experience during this period. The store has a significant reliance on foot traffic, and with more people walking around and enjoying the outdoors during pleasant weather, it's plausible that we'd see an uptick in visits and sales. Given this trend, it might be strategic to consider introducing special sales and promotions during these higher traffic times to further boost revenue.